

Make the Next Step Obvious

A checklist for helping people understand what to do after seeing your message.

Every Message Needs a Next Step

People may see your website, flyer, social post, referral sheet, email, or event handout when they are already overwhelmed. If the next step is hard to find, they may stop.

Clear next steps help people move from awareness to action.

Every Communication Piece Should Answer:

- Who do you help?
- What support, education, or resource is available?
- How does someone get started?
- What happens next?

The 10-Second Test

Choose one communication piece. Ask someone outside your team to review it for 10 seconds. Then ask what they think it is about, who it is for, and what they would do next.



Ways to Strengthen Your CTA

- Use direct action words: call, request, learn, register, download, ask, refer, schedule
 - Keep contact information easy to find
 - Use the same CTA consistently across related materials
 - Explain what happens after someone takes the next step
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Reach Out

If your website, flyers, emails, or outreach materials need clearer calls to action, the Dail Digital Team is happy to connect with you.

Visit www.daildigital.com and click 'Reach Out' or email support@daildigital.com today.

